

## ORDER



KLAS

Orders	Order / Rev:	37606
	Alt Order #:	08879377
	Product Desc:	OBAMA/P/D
	Estimate:	1904
	Flight Dates:	10/23/12 - 10/29/12
	Original Date / Rev:	10/15/12 / 10/16/12
	Order Type:	GENERAL

Primary AE:	Mike Jones
Sales Office:	K-WAS
Sales Region:	National

Agency	Name:	<u>GMMB</u>
	Buying Contact:	_____
	Billing Contact:	_____
		1010 Wisconsin Ave NW
		Washington, DC 20007

Billing Type:	Cash
Billing Calendar:	Broadcast
Billing Cycle:	EOM/EOC
Agency Commission:	15%

Advertiser	Name:	Obama, Barack D-President
	Demographic:	A35+
	Product Codes:	PO1
	Priority:	LV4
	Revenue Codes:	AGY, POL, CAND

New Business Thru: \_\_\_\_\_  
Order Separation: 00:15:00  
Advertiser External ID: \_\_\_\_\_  
Agency External ID: \_\_\_\_\_

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	26	\$17,340.00	\$14,739.00
10/29/12	10/29/12	6	\$3,535.00	\$3,004.75

### Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	26	\$17,340.00	\$14,739.00	0.00
November 2012	6	\$3,535.00	\$3,004.75	0.00
<b>Totals</b>	<b>32</b>	<b>\$20,875.00</b>	<b>\$17,743.75</b>	<b>0.00</b>

### Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones	North America	North America	Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$20,875.00
Market	100%	\$69,583.33

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$17,395.83
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$3,479.17
KVWB	0%	\$0.00
LV1	0%	\$0.00
LINKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory	Code	Break	Start/End	Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/23/12	10/29/12	CBS	This Morning	7-9a	CM	7-9a	MTWTF--	:30	3	\$200.00	LV2	0.00	NM	3	\$600.00
CBS THIS MORNING																	
		<u>Start Date</u>	<u>End Date</u>		<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
		Week: 10/23/12	10/29/12		MTWTF--		3	\$200.00	0.00								
E 2	8	10/23/12	10/29/12			CM	9-10a		MTWTF--	:30	5	\$275.00	LV3	0.00	NM	5	\$1,375.00

Order / Rev: 37606  
 Alt Order #: 08879377  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama, Barack D-President  
 Product Desc: OBAMA/P/D  
 Estimate: 1904

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Live w/Kelly															
Live w/Kelly															
LIVE! WITH KELLY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5	\$275.00			0.00					
E 3	8	10/23/12	10/29/12	8 News Now	Noon M-F	CM	12-1230p			MTWTF--		:30	5	\$325.00	LV2 0.00 NM
8 News Now Noon M-F															
8 NEWS NOW AT NOON															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		5	\$325.00			0.00					
E 4	8	10/23/12	10/29/12	1230-2p	Soaps/ LMAD	CM	1230-2p			MTWTF--		:30	2	\$1,315.00	LV1 0.00 NM
Soaps / Let's Make A Deal															
THE BOLD AND THE BEAUTIFUL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2	\$1,315.00			0.00					
E 5	8	10/23/12	10/29/12	Ellen		CM	3-4p			MTWTF--		:30	4	\$375.00	LV3 0.00 NM
Ellen															
ELLEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		4	\$375.00			0.00					
E 6	8	10/27/12	10/27/12	Politics Now S	Sebelius	CM	Various			-----S-		:30	1	\$275.00	LV2 0.00 NM
Politics Now S Sebelius															
(5:30 PM-6:00 PM)															
POLITICS NOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S-		1	\$275.00			0.00					
E 7	8	10/23/12	10/29/12	8 News Now	4p M-F	CM	4-5p			MTWTF--		:30	2	\$450.00	LV2 0.00 NM
8 News Now 4p M-F															
(4:30 PM-5:00 PM)															
8 NEWS NOW AT 4PM & 430PM															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2	\$450.00			0.00					
E 8	8	10/23/12	10/29/12	630-7p	Inside Edition	CM	630-7p			MTWTF--		:30	2	\$1,400.00	LV1 0.00 NM
Inside Edition															
INSIDE EDITION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2	\$1,400.00			0.00					
E 9	8	10/23/12	10/29/12	7-8p	Rotator	CM	7-8p			MTWTF--		:30	2	\$1,225.00	LV1 0.00 NM
7-8p Rotator															
ET/INSIDER															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2	\$1,225.00			0.00					
E 10	8	10/26/12	10/26/12	Fri 10-11p		CM	10-11p			----F--		:30	1	\$5,600.00	LV1 0.00 NM
Blue Bloods															
(10:00 PM-11:00 PM)															
BLUE BLOODS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----F--		1	\$5,600.00			0.00					
E 11	8	10/27/12	10/27/12	Sat 10-11p		CM	10-11P			----S-		:30	1	\$900.00	LV2 0.00 NM
48 Hours Mystery															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	----S-		1	\$900.00			0.00					
E 12	8	10/23/12	10/29/12	137-237a	M-F Elec Plyg	CM	137-207a			MTWTF--		:30	2	\$20.00	LV4 0.00 NM
Electric Playground															
(1:37 XM-2:37 XM)															
PLAYGROUND/ET															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/23/12	10/29/12	MTWTF--		2	\$20.00			0.00					
N 13	8	10/28/12	10/28/12	Su 1205-105a	House	CM	1205-105a			-----S		:30	1	\$140.00	LV1 0.00 NM
Crimetime Saturday															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$140.00			0.00					
N 14	8	10/27/12	10/27/12	Sat 1235-135a	DaVinci	I6M	12.35a-1.35a			-----S-		:30	1	\$40.00	LV2 0.00 NM
Da Vinci Inquest															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-----S		1	\$40.00			0.00					

Order / Rev: 37606  
 Alt Order #: 08879377  
 Flight Dates: 10/23/12 - 10/29/12

Advertiser: Obama, Barack D-President  
 Product Desc: OBAMA/P/D  
 Estimate: 1904

KLAS

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N14	8	10/27/12	10/27/12	Sat 1235-135a DaVinci	16M	12.35a-1.35a	-----S-	:30	1	\$40.00	LV2	0.00	NM	1	\$40.00
Da Vinci Inquest															
Start Date 10/22/12 End Date 10/28/12 Weekdays -----S- Spots/Week 1 Rate \$40.00 Rating 0.00															
														Totals 32 \$20,875.00	